

MARKETPLACE OPEN ENROLLMENT WEEK OF ACTION
Week of November 22

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Thanksgiving Theme Week of Action

Talking points

- Thanksgiving is a reason to be thankful for many things, food, family, friends, and ourselves. As we take time to celebrate these important things, let's make sure to take care of our health.
- Thanksgiving is not only a day to celebrate with our family. It is also National Family Health History Day. We encourage families as they gather to talk about the importance of knowing your family health information, having health coverage, and visiting [HealthCare.gov](https://www.healthcare.gov) to find the coverage that fits their health needs and their budgets.
- The pandemic has highlighted how important it is to have health coverage and know your family's health history.
- Whether you are uninsured, do not receive health coverage through your employer, or are looking for more affordable health care coverage, you are eligible for health coverage on the Affordable Care Act Health Insurance Marketplace.
- And all Marketplace plans must cover treatment for pre-existing medical conditions. None of the insurance plans on the Marketplace can reject you, charge you more, or refuse to pay for essential health benefits for any condition you had before your coverage started.
- Use this Thanksgiving holiday to remind your loved ones and friends to share their family health history and you should check out your plan options on [HealthCare.gov](https://www.healthcare.gov).
- As you're carving the turkey, let's talk turkey: make a plan to get covered! As you're sharing a slice of pie, remember the sweeter things in life are these times with your family – make sure your family gets covered and stays healthy!
- Visit [HealthCare.gov](https://www.healthcare.gov) by December 15 to have coverage that starts on January 1, 2022.
- Have a happy Thanksgiving!

5 things Consumers Need to Know about the Marketplace Open Enrollment:

1. **Key Dates!** The Marketplace Open Enrollment Period at [HealthCare.gov](https://www.healthcare.gov) started on November 1, 2021, and runs until January 15, 2022. Consumers who enroll by December 15 can get coverage that starts January 1.
2. **More Affordable!** The American Rescue Plan has provided greatly improved financial assistance, which can significantly lower people's premiums. If you have looked for health coverage before it is worth a second look:
 - 4 out of 5 people will be able to find plans for \$10/month or less after newly expanded financial assistance.

- With the new law, millions more people qualify for tax incentives that lower their premiums.
3. **Quality Plans!** These are quality, comprehensive health plans that offer doctor visits, emergency care, behavioral health care, preventive care, hospital care, and prescription drugs.
 4. **More Help is Available!** There is more help available this year. Consumers can access navigators and certified application counselors in nearly every state and county on the Marketplace. To find local help go to <https://localhelp.healthcare.gov>.
 5. **It is easier to sign up for coverage this year.** All consumers shopping for health insurance coverage on HealthCare.gov — even those who currently have coverage through the Marketplace — should enroll or re-enroll by logging in to [HealthCare.gov](https://www.healthcare.gov) and [CuidadodeSalud.gov](https://www.cuidadodesalud.gov) or call 1-800-318-2596 (TTY is 855-889-4325) to fill out an application. Help is available 24 hours a day/ 7 days a week.

Social Media Toolkit and Graphics:

November Theme Weeks - [graphics \(ZIP\)](#)

- Social media graphics
 - [English](#) | [Spanish](#)
- Marketplace Open Enrollment Social Media Toolkit
 - [English](#) | [Spanish](#)

Thankful for Coverage Week of Action

POST DATES	POST COPY	GRAPHICS
Nov 21 st -27 th	<p>✓ New law. ✓ Lower prices. ✓ More people qualify for financial help.</p> <p>All HealthCare.gov plans cover 10 essential health benefits and a variety of preventive services at no cost. Enroll in 2022 coverage today! https://www.healthcare.gov/get-coverage/#GetCovered</p> <p>As we prepare for the holidays, don't forget about your health. Due to the new law, 4 out of 5 customers can find a HealthCare.gov plan for less than \$10 a month. Don't wait to #GetCovered — Enroll today: https://www.healthcare.gov/get-coverage #GetCovered</p> <p>Whether you use it for primary care or an emergency, having health care gives you peace of mind. Share a time you were thankful for your health coverage.</p> <p>If you still need to sign up for a 2022 health plan, you can #GetCovered at: https://www.healthcare.gov/get-coverage/</p>	
Nov 25 th	<p>Happy #Thanksgiving! One thing to be thankful for is that HealthCare.gov plans cover the ten essential benefits, including primary care visits and prescriptions. Enroll today and #GetCovered! https://www.healthcare.gov/get-coverage</p>	

Small Business Saturday Week Of Action

Talking points



- Most Americans know Black Friday and Cyber Monday are big days for holiday shopping. But many do not know about Small Business Saturday, a day dedicated to supporting small businesses, which are often family owned, - the backbone of our economy.
- We want to encourage consumers to support local businesses by shopping small this Small Business Saturday. The money spent this Saturday will go right back into local communities, and that's important because we know that half of working Americans either own or work for a small business.
- We also want to encourage small businesses this week to review their health insurance options through the [Small Business Health Options Program \(SHOP\)](#).
- When employees or business owners have health insurance, they have the piece of mind that comes with knowing they have coverage and can access care when they need it.
- SHOP helps small business owners in the states using the HealthCare.gov platform to learn about their health coverage options. Business owners with no employees, or self-employed individuals, can use the Marketplace for individuals and families to enroll in a health plan that best fits their needs.
- The SHOP plans offer quality, affordable health and dental insurance coverage that gives small employers (generally 1-50 employees) choice and flexibility when providing coverage to their employees.
- SHOP plans are generally the only way to qualify for the Small Business Health Care Tax Credit, which can be worth up to 50% of an employer's contribution to premium costs.
- Employers that are interested in SHOP coverage can use [HealthCare.gov/small-businesses/](#) to find plans in their area and check if they are eligible. SHOP-registered agents and brokers are also available to help.
- Let's support small business this Saturday by shopping local, and encourage small businesses to visit [HealthCare.gov small business section](#) for resources available to help small employers to compare different coverage options and select one that's right for their business. Employers can visit [healthcare.gov/small-businesses/](#) to learn more.

Social Media Toolkit and Graphics:

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 - [English](#) | [Spanish](#)

Small Business Saturday

POST DATES	POST COPY	GRAPHICS
Nov 27 th	<p>If you don't have health insurance through an employer, HealthCare.gov plans are here for you. 4 out of 5 can find a plan for less than \$10 a month. Enroll today and #GetCovered: https://www.healthcare.gov/get-coverage</p>	
	<p>SHOP plans can be a great option for a #SmallBusiness to offer quality, affordable health, and dental insurance coverage to their employees. See if your business qualifies today! https://www.healthcare.gov/small-businesses/get-coverage/ #SmallBizSaturday</p>	
	<p>#DYK you could qualify for a #SmallBusiness Health Care Tax Credit that could be worth up to 50% of the costs you pay for your employees' premiums? Learn more: https://www.healthcare.gov/small-businesses/get-coverage/ #SmallBizSaturday</p>	
	<p>When it comes to offering health coverage for your #SmallBusiness, there are a lot of factors to consider. Check out some resources and learn more about products and services that may be available to you: https://www.healthcare.gov/small-businesses/get-coverage/ #SmallBizSaturday</p>	